

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

1ST SEMESTER 2023/2024 ACADEMIC YEAR

THIRD YEAR EXAMINATION FOR THE DEGREE
OF BACHELOR OF COMMERCE

BCOM 314: INTERNATIONAL BUSINESS

STREAM:

TIME: 2 HRS

DAY: THURSDAY [8.30-10.30 A.M]

DATE: 14/12/2023

THIS QUESTION PAPER CONSISTS OF TWO (2) PAGES

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INSTRUCTIONS: Answer Question One and ANY Other TWO Questions**QUESTION ONE**

- a) Free trade is a system of trade that allows traders to transact across national boundaries without interference from the respective governments. Explain at least five features of free trade **[10 Marks]**
- b) Discuss some of the reasons that led to the development of international business **[10 Marks]**
- c) Explain the following regional and trading and cooperation agreements showing what they stand for and the reason they were formed;
- i) The East Africa Community (EAC) **[5 Marks]**
- ii) The Common Market for Eastern and Southern Africa (COMESA) **[5 Marks]**

QUESTION TWO

Competition in the local market has resulted in many businesses wanting to extent their operations across the boarder. However, they have no knowledge of how to enter those market abroad. As a student of international business explain to them at least four possible international market entry strategies **[20 Marks]**

QUESTION THREE

Kenya has been trying hard to create good relations with foreign countries and promoting business between Kenya and those countries. Do you think this has any importance? Discuss **[20 Marks]**

QUESTION FOUR

The global business environment has been changing over time. Discuss the changing global environment with reference to the declining barriers to trade **[20 Marks]**

